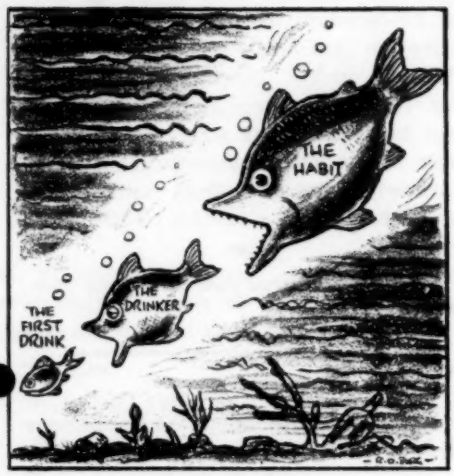
The New Jersey

Temperance News

Volume XI **July-August 1954** **Number 4**



POOR FISH

SAVED AT HOME

In an article entitled Evangelize America Now!, printed in Christian Economics, The Rev. Jesse M. Bader, D.D. says: "The evangelization of America must originate in the home. Nearly one third of the 44,500,000 homes in America are not identified with any church. Here is a huge evangelistic opportunity and responsibility.

"Since Pearl Harbor millions of babies have been born. America has never had such a crop of babies in all its history. One of the disturbing things about these millions of babies is that many of them have been born into homes where there is no Christian conversation; no prayer at the family table; no christian pictures on the walls and no christian literature or books in the library.

We are rightly concerned in America with juvenile delinquency. Children imitate their parents. Their teaching, or the lack of it, shapes their characters and their destiny. Evangelism must begin in the homes of America, if we are to have a Christian nation.

"When you win a boy you win a whole multiplication table. The word of yesterday was 'rescue', but the divine whisper of today is 'prevent'. The greatest doctor in any community is not the doctor who cures disease, but the doctor who prevents disease. And the greatest statesman in the kingdom of God is the one who prevents boys and girls from going to prodigal sons' territories, 'spending their substance in riotous living' and thinking and living on the low levels of life."

What are the millions of babies learning in their homes about drinking? We all owe them our best help!

THEY FLATTER ME

A man who had retired after 60 years with the New York Life Insurance Company, when first I met him, gave $25 for the Temperance League and said, "You are a good salesman"!!!I didn't know it.

Another fine retired businessman, the first time I ever saw him, showed me a picture of his college student grandson and gave $25.

A vigorously active owner and manager of a business responded to my first contact with a $200 check, and has repeated it annually. It is because they approve of our work and wish to share in it. We have something to sell. Shares!

THE NEW JERSEY TEMPERANCE NEWS

Dedicated to Temperance Education in Home, School and Church; to the Promotion of Local Option for Communities, and Total Abstinence for Individuals.

Brown McDonald, *Managing Editor*
$1.00 per year. In clubs of 3, 75 cents.
Entered as second class matter, Feb. 15, 1946 at the Post Office at Newark, N.J. under the Act of March 3, 1879.

Published Bi-Monthly by

The Temperance League of N. J.

1001 Broad Street, Newark 2, New Jersey
Telephone -- MArket 2-4386

Affiliated with The National Temperance League

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MENTAL COERCION

"Over a period of years the liquor traffic has set about, deliberately, to change the pattern of American thinking. By connecting beer with the founding fathers of democracy, by associating the highball with financial success, and the coctail with social prestige, the alcohol beverage traffic has carefully and shrewdly forced upon the American people a social pattern. This is mental coercion. It is a form of thought control, pure and simple."

But this game can be played in the other direction, by the friends of truth and wholesomeness. We can work at the task of sharing with youth the best thinking of today and of the centuries. Truth and all that is good, health, happiness, and success, are everlastingly on our side against the selfish greed that would debauch the sons and daughters of America. And God is with us in the strife.

The coating of civilization is so thin that it comes off with a little alcohol.

WHISKEY CHANGES CHARACTER

From The American Issue

The distillers of Old Cabin Still Whisky in advertising their "Snake bite Kit", say: "Many whiskies completely change character, especially in body and taste." How well they might have added: "There is also very good proof that many drinkers of whisky completely change character, especially after long and steady use."

One of the most dangerous characteristics of beverage alcohol is its power to change the personality and character of the individual drinker. Down through the ages come countless reports of the power of alcohol to transform the strong clean man or lovely woman into an uncouth, foulmouthed, brutalized individual. Truly whisky does change character.

We must plant the seed from which will grow the will to abstain.

INTRODUCING. . . . . .

The Executive Committee of the Temperance League of New Jersey are the following:

Mr. Walter R. Pruden, real estate and Insurance, President. Dr. George Hollingshead, Goodwill Industries, Treasurer. Miss Vernon Halliday, successful insurance saleswoman, Secretary. Dr. Charles Lee Reynolds, Presbyterian Minister. William R. Ward, M.D., widely known physician. Mr. John Binns, Insurance, Rev. Frederick P. Mudge, Minister. Rev. David L. Coddington, minister, Newark. Mr. James C. Ford, Furniture merchant, Washington. Mrs. Orrin R. Ferry, State Secretary, W.C.T.U., Rev. Joseph Spang, Minister, Trenton., Rev. Gerald T. Krohn, Minister, Plainfield.

Under the guidance of these experienced and devoted people your League carries on.

The most besotted of human beings was born to bear the image of God, and is of incalculable value to the Heavenly Father; and one for whom Christ died.

KANSAS UNIVERSITY MILER SETS NEW WORLD'S RECORD

Wes Santee, the new world's champion for the indoor dirt track mile (time 4:04.9) has gladly given us his own personal testimony in relation to drinking. Wes said, "I do not believe alcohol and athletics go together. When you are competing with champions you have to be your best. I do not use it in any form. Even if I were not a runner I would not drink."

AUDIT YOUR LEAGUE'S EXPENDITURES

In 1953 $14320.36 was expended by the Temperance League of New Jersey. This can be roughly itemized as follows:

Salaries	$8091.92
Field Expenses	1270.56
Supplies, printing, postage	1078.64
Temperance News, Radio	793.05
Rent and taxes	1507.04
Legal Expense	56.00
National League (5% of income)	559.69
Insurance, Audit, Bank charges,	261.33
Films and Repairs	73.45
Telephone	186.16
Miscellaneous	442.52

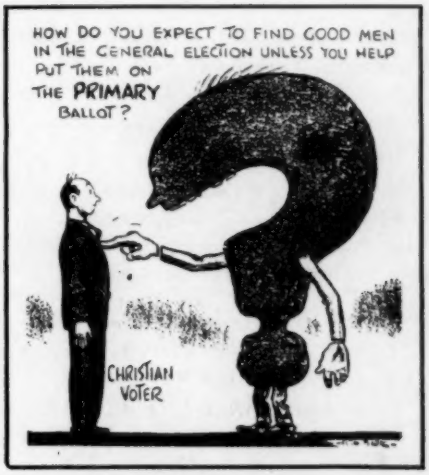
This enabled us to serve above 30,000 students in 39 high schools this school year, and thousands of youth and adults in about 100 churches, clubs, etc., as well as make hundreds of promotional interviews over the state, send thousands of letters, and distribute thousands of pieces of informative literature and 27,500 copies of The New Jersey Temperance News. We are not ashamed of our stewardship of the funds entrusted to us. More adequate funds will provide for an enlarged service, so much needed.

RESPONSIBILITY

"As Christians we have an unavoidable responsibility of lifting the nation to better social ways of thinking and living, so that this increasing alcoholism will be curbed. Our youth constitute the seed corn of the future. Can we stand dumbly by while this evil works its devastation upon them?"

Dr. James W. Clarke, Presbyterian Minister St. Louis, in the Missouri Issue.

If good people would stop serving cocktails in their homes, it would go far to solve the thing. It can be defeated, if we want to defeat it.



From INDIANA ISSUE

"When will our American society awaken? Dividing it all up into simple units it means that just about every average citizen in the United States today, in the taxes he pays, in the risks he is running, is carrying a drunk on his back." — *The Dry Legion*

WHY THEY DRIVE (?)

"You aren't going to drive, are you?" said a man to his drunken friend, getting into his car. "Have to, he replied," I can't walk!

WHAT PERCENTAGE ?

In the past school year our alcohol education reached 30,000 young people in high schools.

How many of them would we have to really help to sane, happy and healthful living so as to justify our efforts and our $15,000 budget asking? Are these 30,000 worth 50 cents apiece?

WHEN THE DAY IS DONE

You still can have a part in all our work. Why not make a Will?

FORMS OF BEQUEST AND DEVISE

BEQUEST, *Personal Estate:*

I give and bequeath to The Temperance League of New Jersey, a corporation of the State of New Jersey, the sum of _____

DEVISE, *Real Estate:*

I give and devise to The Temperance League of New Jersey, a corporation of the State of New Jersey, the following lands and premises: that is to say,

_____

When such action is taken, please inform

THE TEMPERANCE LEAGUE OF NEW JERSEY
Suite 200, 1001 Broad Street
Newark 2, New Jersey

The Temperance League will pay attorney for writing your will.

SIGN SEEN IN A BAR

The characters in this place are purely fictional. Any resemblance to human beings, living or dead, is absolutely impossible.

Bernard Shaw says: *Alcohol knocks off the last inch of efficiency which, in all really fine work, makes the difference between first-rate and second-rate."*

WHO'S TO BLAME?

A G.I. writing from Japan declares that "Part of the blame for the moral degradation of our army lies on the shoulders of the Army heads themselves. They make liquor available cheap in Korea -- a fifth of whiskey for $1.50 -- and cheap beer is also available. Do you think that they have soft drinks available? No, they do not."

WE AIM

In the next school-year we shall expect to at least equal the past years 30,000 youth reached in our alcohol-education in the schools.

We shall try to arouse and enlist the interest of 100 churches not now showing an interest in our work.

Our financial goal for 1954 is to acquire a reliably subscribed income of $12,000 annually. With an assured income of $1000 a month we should be able to supplement it with enough to meet a budget of $15,000. We have single givers of $100, $200, $300 . Friends can assist by helping us to meet more men and women of like ability and probable interest. Such a cooperation will be a big service to our cause and a blessing to those given an opportunity to invest in our good work. Just today, a business woman telephoned in the name of a new friend she thinks will likely be interested to learn of The Temperance League's service. 50 givers of $50 apiece would make up $2500 toward our budget.

A number of churches are giving, annually, $100 or above. Many more could do so, if they were enough concerned. Superintendent McDonald will be glad to discuss such budgeting with pastors, boards, or committees. And he is always eager to discuss this problem of alcoholic custom with congregations, Sunday Schools, clubs, classes, or groups. 100 groups giving at the rate of $25 will contribute a total of $2500.

But the basic need is leaders who will think until they become alive to drink's menace to all they love.